Mag Nation, Emporium
August 2024

Pinterest on Foot is an e-zine of photos and screenshots I took of inspiring things, made in an effort to clear up my phone gallery (currently at 33,000 photos too many).

To use the zine, treat it as a prompt generator. Jump to a random page. Find something you like about it. Create something based on your findings. Make a brief. Et cetera.

(Garlic Cracker Press)

PINTEREST ON FOOT

Disclaimer

Most if not all artworks featured in this zine are not my own. *Pinterest on Foot* was made for my personal research and study, not commerical purposes or profit.

If I've included your work and you'd like for me to take it down, I want to respect your request. Please send me a direct message at @garliccrackerpress on Instagram or email me at garliccrackerpress@gmail.com.

About

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Garlic Cracker Press is a small publishing, print, and art zine project by Grace Francine.

Instagram — @garliccrackerpress
Email — garliccrackerpress@gmail.com

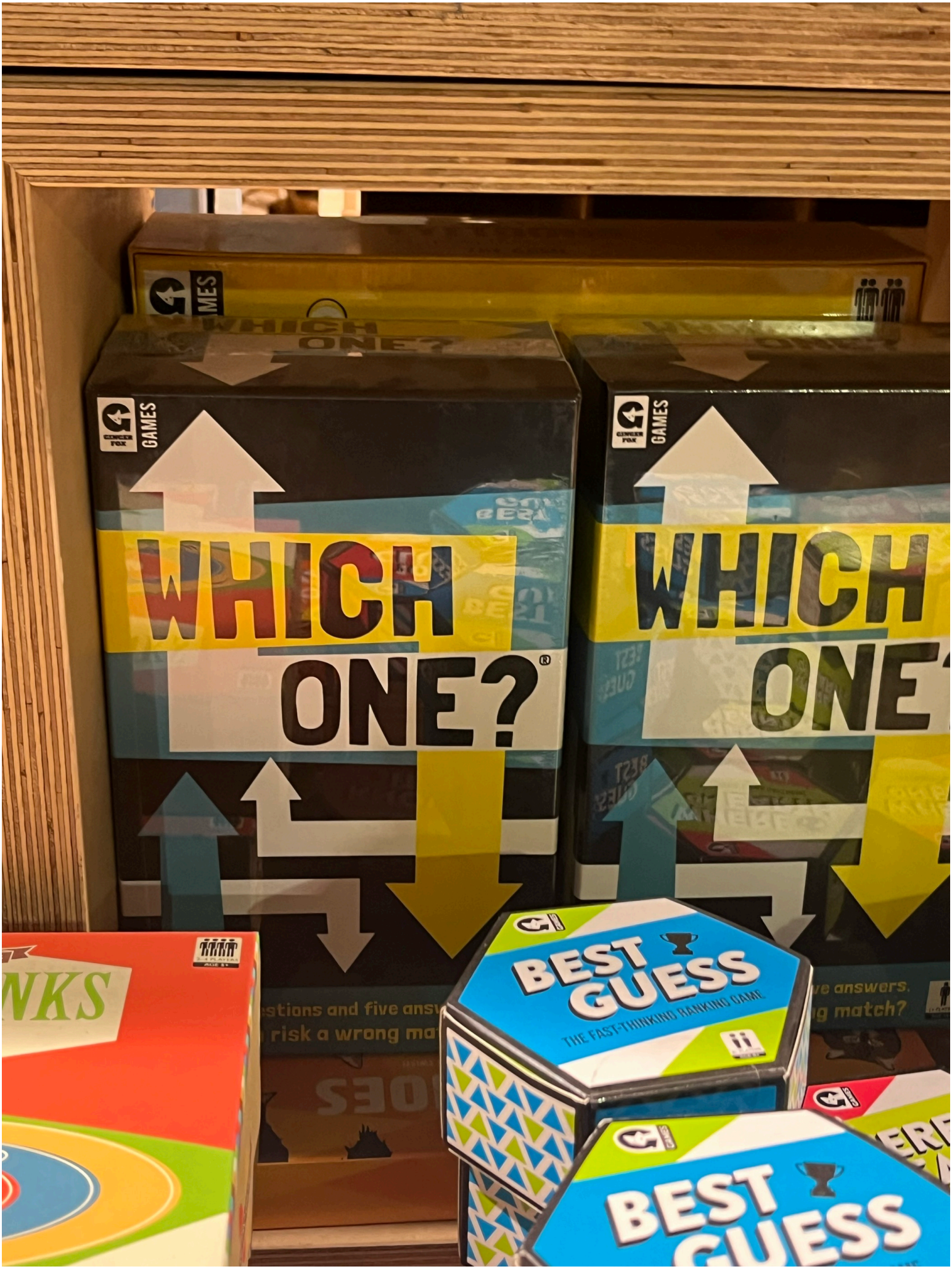
eye
THE INTERNATIONAL REVIEW OF GRAPHIC DESIGN 101
The New York Times
NEW YORK, WEDNESDAY, APRIL 8, 2020
How the Coronavirus Toll Grew
The first 5,000 deaths came in just over a month. In less than five days, the second 5,000 followed. Article and more graphics, Page A14.
DEATHS BY APRIL 6
Seattle 293
San Francisco 49
Denver 67
Chicago 297
Detroit 636
Indianapolis 714
St. Louis 36
Washington 75
Philadelphia 121
Boston 194
New York 4,758 deaths
BLACK AM
BEAR TI
AS DEA
Statistics From Ce
Highlight Enth
This article is by John Eligon

EYE 101 / VOLUME 26
ANETTE LENZ / COVID DATAVIZ / MARIO ESKENAZI / CROWDFUNDING / JACQUELINE CASEY / SUTTHERLA

SPACES
Little White Lies
this is the type special issue
the gentlewoman
Julia Louis-Dreyfus
VOGUE
COLLECTIONS
FALL/WINTER 2024-2025
SALE
50% OFF BACKPACKS
Colour Me Swiftly
BAJILLIONS
YES, YES YETI
magnation

Julia Nobis
E TRAVEL ALMANA
39·95
eye
This is
the type
special
issue
48·95
THE INTERNATIONAL REVIEW OF GRAPHIC DESIGN
106

Julia Nobis
Voltige, in development.
Desta
Voltige, in development.
SYNTHESIS CURATED FOR YOUSSOUF FOFANA


WHICH ONE?
GAMES
WHICH ONE?
GAMES
BEST GUESS
THE FAST-THINKING RANKING GAME
BEST GUESS

DON'T BE A DIK DIK
NATURE'S NAUGHTY SIDE!
A HILARIOUS CARD GAME FOR GROWN-UPS WHO LOVE NATURE AND A LITTLE NAUGHTINESS!
BLUE-FOOTED BOOBY
JIGSAW PUZZLE • COMPLETED SIZE: 69
FOWL LANGUAGE
PUZZLES
FILM FANATIC TRIVIA
FILM FANATIC TRIVIA
GAMES
AFTER
Who will be
GAMES
GAMES

DAVID MEOWIE
PAWDREY HEPBURN
HAIRY POTTER
LUKE SKYWHISKER
NATURE'S NAUGHTY SIDE!
DIK DIK
A HILARIOUS CARD GAME FOR GROWN-UPS WHO LOVE NATURE AND A LITTLE NAUGHTINESS!
PUZZLES
FILM FANATIC
TRIVIA
THE WIGGLE!
HOW TO WIN

CHAOS
DON'T BE A DIK DIK
The 2022 film The Fabelmans is based on the early life of which Hollywood director?
A James Cameron
B Steven Spielberg
C Martin Scorsese

COLOUR ME GOOD
New!
Modern
ART
THE COOL COLOURING BOOK FOR GOOD COLOUR-INNERS, AS WELL AS BEGINNERS
It's all you need for an arty farty felt-tip party!
I ♥ MEL
Mel Elliott
14 BONUS GIFTS!
Issue 283 July 2024
ONE TO ONE
HOTSHOTS
Taste the year's best food photos
Software extras
Actions & presets for editing like a pro
MAJESTIC LION HOME DÉCOR
ALSO INSIDE...
BEAUTIFUL DELFT-INSPIRED MOTIFS
HEIRLOOM TABLE RUNNER
FIERY DRAGON ALPHABET
SUNFLOWER SENTIMENTS
SHOW US YOUR STITCHING & WIN A PRIZE!*
AUTUMN WREATH
QUICK!
23 SEPTEMBER 2024

Hello,

I have deliberately kept information to a minimum in this book. The reason for this is that I want YOU to explore modern art. Please, if you can, visit galleries, write about the artist, the building, the artwork. What was the artist thinking? What does the piece mean to you personally? And then perhaps, the next time you're at a gallery and someone sniggers and says "my dog could do that" maybe you'll be able to enlighten them.

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Modern Art is a wonderful and varied thing isn't it?

Use this mega brilliant colouring book and your favourite felt-tips to colour in drawings of iconic sculptural pieces by Andy Warhol, Salvador Dali, Tracey Emin, Jeff Koons and more, as well as some of the art world's most famous faces, like David Hockney, Gilbert & George, Frida Kahlo and Grayson Perry.

This really is all you need for an arty-farty felt-tip party!

melelliott.com

This is an **UNOFFICAL**, unauthorised and independent book.

$ 16.95

MOLESKINE
Pinch to Pass
LOBSTER MOBSTER
BAJILLIONS
PLAY YOUR NUMBERS
MEMORY MAYHEM
WORD ROUND
Tongue-tied
AFTER-DINNER TRIVIA
PLACING THE PAST
IT TAKES TWO TO MANGO
CELEBRITY WHO'S WHO?
KARATE CATS KUNG FU DOGS
FOWL LANGUAGE PUZZLE
TRIVIA
BUMP THIS!

COVETED
$ 23.95
$ 22.95
ROLINA and the
eight of summer
UND LAKE GARDA

CHAMPIONING CHANGE
Learning to LIVE, DESIGN and DECORATE
MORE SUSTAINABLY
COTSWOLDS plus DREAMY ENGLISH GARDENS
A seat
three-
quarters-full
at
the
table.

HOUSE& GARDEN
CHAMPIONING CHANGE
Learning to LIVE, DESIGN and DECORATE MORE SUSTAINABLY (and beautifully)
HOUSE & GARDEN
Let the sunshine in
Uplifting interiors in PROVENCE, PORTUGAL, SOUTH CAROLINA and the COTSWOLDS plus DREAMY ENGLISH GARDENS in the height of summer
A TWIRL AROUND LAKE GARDA
Bring a fresh new look to every room
The lamp with the lion's
MARIE-ANNE DERVILLE and PIERRE YOVANOVITCH feel cut from the same cloth. After working under Yovanovitch for seven years in his Paris interior design atelier, Derville had found a mentor with whom she created her own distinctive outlook. As a collection curator and interior designer, she combines pieces of furniture and works of art from different periods in an eclectic but timeless style in her Parisian apartment. Their conversation reveals an intimate bond and a shared intuition. They laugh and reminisce casually, but speak of the quest for this intangible feeling of comfort in a space as a faith, and a passion. It is flirtatious and effortlessly chic.
MAD
PY
MAD
PY
MAD
MAD

Working with sheet and cast metals in the production of abstract composite sculpture, **AUGUSTA VINALL RICHARDSON** believes her "tools have personalities", is honest to a fault, and always has pickles in her fridge.

(7)
The best gift you ever received?
A beautiful custom ring that my partner worked on with my friend and former boss Seb Brown. It's a gorgeous homage to the power of love and friendship.

(10)
Item that you are most coveting?
A nice leather handbag. I've been looking at those MM6 Margiela triangle handbags, but haven't committed yet.

(4)
As a child, what did you want to be when you grew up?
I always wanted to be an artist.

(16)
avourite family vacation?
only went on one growing
– to the same place every
– my Grandmother's apple
rchard in Queensland. So I
guess it's my favourite.

(20)
What was the first thing you bought with your own money?
I found $20 on the street when I was a kid and bought a pink plastic bubble chair and a toy pony.

1
The best advice you've ever been given? A lecturer that was passing through my studio in undergrad said "Be a parent to your work", which I didn't understand fully at the time, but now I get the wisdom she was trying to impart.

2
In your fridge you'll always find? Old pickles and sauces that hang around until I move house.

3
Nostalgic scent and why? My Mum's perfume – Obsession by Calvin Klein. She wore it every day.

5
Share your life mantra/words you live by? "Do what you want, be what you are" (Hall & Oats, 1976).

6
What do you collect? Paper bags, tissue paper, "nice" cardboard – stuff that can be ripped, cut, taped, glued and incorporated into my cardboard and papier-mâché works.

8
What's on your bedside table? A plant and a lamp.

9
One word that best describes you? Honest (to a fault.)

11
An indulgence you would never forgo? Takeaway coffee.

12
What book do you gift to your friends? I usually give books to friends to borrow, although sometimes I never get them back – so maybe they think it's a gift?

13
Your last supper? Something simple like tomato pasta followed by chocolate cake. And of course, champagne and one or two negronis with dessert.

14
Favourite city? Melbourne (Naarm) where I live. Is that boring?

15
Favourite restaurant in the world? My friend Jess's place.

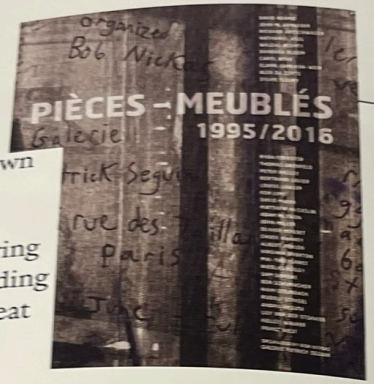
17
If you weren't an artist what would you be doing? [illegible]

18
Who are your heroes? All the creative, [illegible]

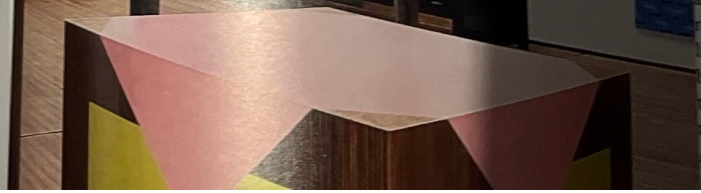
19
The most played songs on your playlist currently? [illegible]

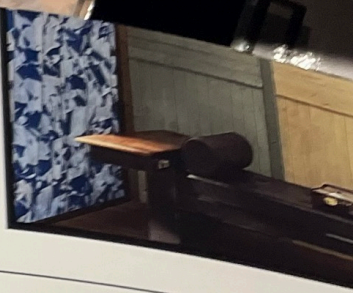
BOOKS

PRIVATE PRES



***BOOKS**. Meandering down the aisles at bookstores, spending an afternoon reading at home, discovering a world of horizon-expanding gems – it's one of life's great pleasures. We asked a few of our favourite creative minds to select one book that spoke to the idea of 'limitless design'. Here are their recommendations.*





GREGORY STUA
BROOKS

RARE BOOKS PARIS

Australian-born, but
Gregory Brooks is the fo
director of RareBooksParis. A
designing collections for Mar
and Hermès, he founded
as a creative research offic
consultancy bureau. Housed
residence on the Left Ba
RareBooksParis is also an on
that collects rare, out-of-pri
fond publications, and son
most collectable iconograph
a public space, the archive
private consultation by app

PIÈCES-MEUBLÉS,
1995/2016
Edition Galerie Pat
2019

I am a little obsess
which I found while I w
for Daniel Roseberry of
such a great concept,
art critic Bob Nickas.
relatively simple. Pa
literally translates to
brings together contr
the furniture of the le
the 20th century Ar
Armleder, Franz West

Wallpaper*
$ 26.95
*THE STUFF THAT SURROUNDS YOU
FUTURE
AUGUST 2024
CREATIVE AMERICA
THE DISCIPLINES, AND THEIR DISCIPLES, SHAPING THE USA
A PORTFOLIO BY INEZ & VINOODH

RON MUECK

spoke to Ron Mueck about process, and the inspiration to be found in getting on with the work.

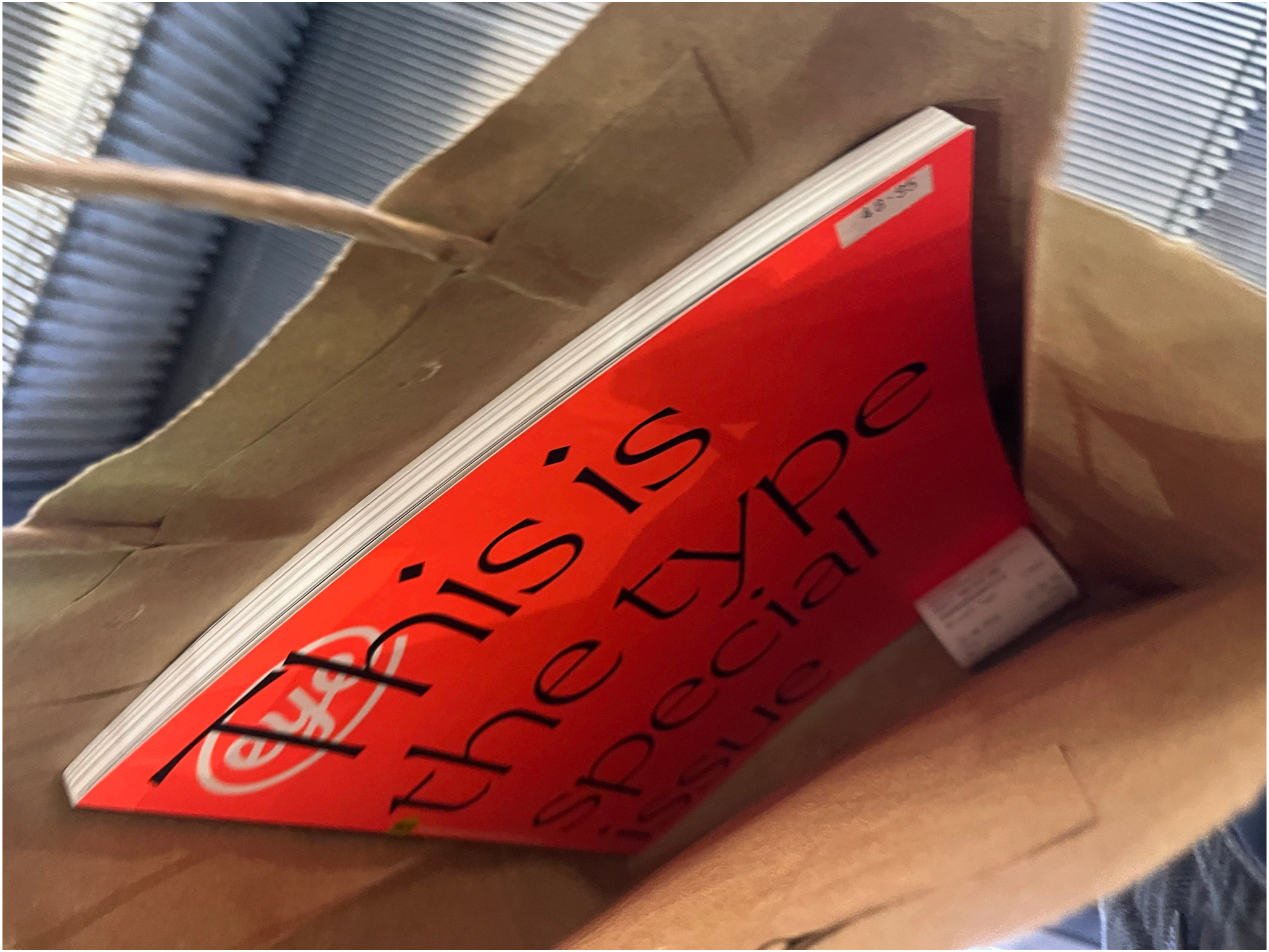
EMMA COLLERTON

UK-based Ron Mueck (b.1958) was onto the international art stage when his realistic sculpture *Dead Dad* (1997), made after his father's death, was showcased in the Academy of Art's ground-breaking 1997 exhibition *Young British Artists from the Saatchi Collection*. Mueck had begun his creative journey as a puppet and puppeteer, coming to the attention of art collector Charles Saatchi when his small- (1996) was featured in artist Paula Rego's *Art and Film* exhibition. Mueck was exposed craftsmanship through his German toymaker branching into film and collaborating with and filmmaker Jim Henson on several projects, the cult classic *Labyrinth* (1986).

hyperrealism technique and his ability to the human condition has earned him international with solo exhibitions in France, Italy, US, UK, and, most recently, Denmark, where *Art and Life* Kunstmuseum "invites visitors to the human body anew."

Mueck reflects on his monumental 2002 work and the creative process.

RON MUECK
Dead Dad, 1996–97
mixed media
20 x 38 x 102 cm
Photo: Eva Herzog
© Ron Mueck
Courtesy Thaddaeus Ropac Gallery, London · Paris · Salzburg · Seoul


this is
the type
special

1,2,3,4:

The title of this thesis could well be: **'The BAUHAUS mistook legibility for communication, (it's a man's world).'** Moholy-Nagy: in 5 p.9 El-Lissitsky: in 5 p.9

'...once more it was affirmed that typography is not self-expression, but that it is founded in and conditioned by the message it must convey, and that it is a service art and not a fine art, however pure and elemental this is discipline is.' Herbert Bayer: in 7

'Clarity must be particularly emphasised since this **is the essence of our writing** as compared with the pictorial communication of ages ago. Foremost therefore: ABSOLUTE CLARITY in all typographical works. LEGIBILITY-COMMUNICATION, that is, must never suffer from a priori assumed aesthetics. The letter-forms must never Moholy-Nagy: in 9 p.117

The writers of our typography books bow down in admiration and awe: 'Typography must be clear communication in its most vivid form... **clarity is the essence of modern printing.'** '...the individual element - **the artist's touch - is of absolutely no consequence.'**

A new and richer vocabulary or a one directional **(fast-forwards)** world?, **the white-gods or just boring bastards?.** The writers of the typo-books share the same world view as affore-mentioned 'b.b.s': starting from zero, the international spirit, logic, and mathematics, (more pipe-dreams than any (R) Catholic ethic!) **they forgot:-**

1: What man is.
2: What words are.
3: WHAT WORDS CAN DO.
4: How words have been WRITTEN and PRINTED in HISTORY...

But how can you be a typographer without fully understanding these things?. Let's ask the question, let's make a moral issue out of it... **THIS IS A COLLAGE, many answers** to these questions **and** others, a series of **loose-ends,** paradoxes, **the political-historical-cultural BACKGROUND TO TYPOGRAPHY;** (make-your-mind-up-time), putting **The Bauhaus** in its place- it really **isn't that important.**

Printed by **Phil Baines** at 'Typo-house', between 9.84 and 2.85.

'...language when truly comprehended aspires to the condition of **music.** By a gradual loosening or transcendence of its own forms, **the poem strives to escape from the linear denotative, logically determined bonds of linguistic syntax into** what the poet takes to be **the simultaneities, immediaces and free-play of musical form.'** George Steiner: in 6 p.62

'The FALL- slovenly, sick, self-satisfied, sarky... smith rants and brags; the song lurches and stumbles s, crashes, rumbles and collapses.' Jim Shelley: in 8

'Apollinaire was a singing-poet, and he didn't cease to be a singing-poet when later he **tried to use the visual, spatial, qualities of signs** to express the same, his own t Stephan Themerson: in 10 p.17

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Opposite. Page from *The Bauhaus mistook legibility for communication (it's a man's world)*, 1985. For this BA dissertation, produced during his final year at St Martin's School of Art, Baines juxtaposed excerpts

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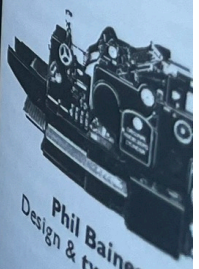

Phil Baines: Design & typography

01

1,2,3,4:

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Stephan Themerson: in 10 p.17

ave endeavoured to produce a *Sett of Types* according to what I conceived to be their true proportion. D

The general brilliance Baskerville's was influenced th e desi gns: w as mas

of types by copybook he himself a writing

Their however far more to those

actual r cl fo

ter. forms elate osely und on tombstones.

With generous curves, strongly differentiated thicks and thins, long untapered but bracketted serifs, his types were followed in 1769 by what is known today as *Fry's Baskerville*, (...).

A, p. 11

If he had merely imitated Caslon, even if he had improved on him, there would have been little to say, or to speculate

Finally, after many delays caused by the desire of Baskerville to have the book perfect, the Virgil went to press in 1757, after seven years of careful, patient, persistent work upon it. It was a surprise

Opposite: Page from The Bauhaus mistook legibility for communication (it's a man's world), 1985. For this BA dissertation, produced during his final year at St Martin's School of Art, Baines juxtaposed excerpts from existing texts, working like a collagist rather than a writer. The underlying two-column layout is based on that of Johannes Gutenberg's 42-line Bible. Hand-set by Baines in metal type.

Above. Spread from *STone UTTERS*, a tribute to stonecutter, printer and type designer John Baskerville (1707-75), written, designed and printed in an edition of 100 by Baines for the exhibition 'Bound Image' at Spacex, Exeter, 1992.

The book was hand-set in metal type by Baines using Baskerville fonts.

tri

Phil Baines: Design & typography.

01-

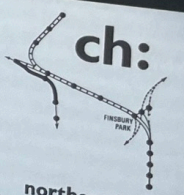
Phil Baines, April, 1988: fifth series of cards starts here, the first under this imprint, now occasional-not monthly. **ANNOUNCEMENTS:** Since the last card, **1.** an M.A., **2.** a new flat with Jackie: Basement Flat, **41** Queen's Drive, Finsbury Park, London **N4 2S Z**, and a new phone: **01-800 5570**, **3.** work for Monotype Typography, Gavin Martin Ltd., Black Spring Press, The Paragon Press, Company Solutions, D.& A.D. and Sarema Press. **4.** work in Directions (Aug. '87), Creative Review (Sept. '87) and the R.C.A. in Japan exhibition (Nov '87-Jan.'88). **5.** a cat called Millar

pty

6. a second bike (an Evans' Triathlon), **7. 6,** 132.8 miles, **8.** founded Northern Heights (a conceit?), **9.** preparing work and a book for an exhibition-Bound Image-with David Blamey, Chris Cook, David Phillips, Jake Tilson and John Watson (venues and dates to follow), **10.** filled in form 41 G and am now officially in business, **11.** four days teaching at Norwich with Andy A., both feet in as usual, **12.** a proposal from Jackie; the answer: yes, the date: February, 11th 1989, heck, **1 2.** 7,500 feet in 100 kilometres: a silver 'grimpeur' medal, **13.** and **14.** another Paschal Candle.

800

ch:



northern heights: the imprint of Phil Baines.

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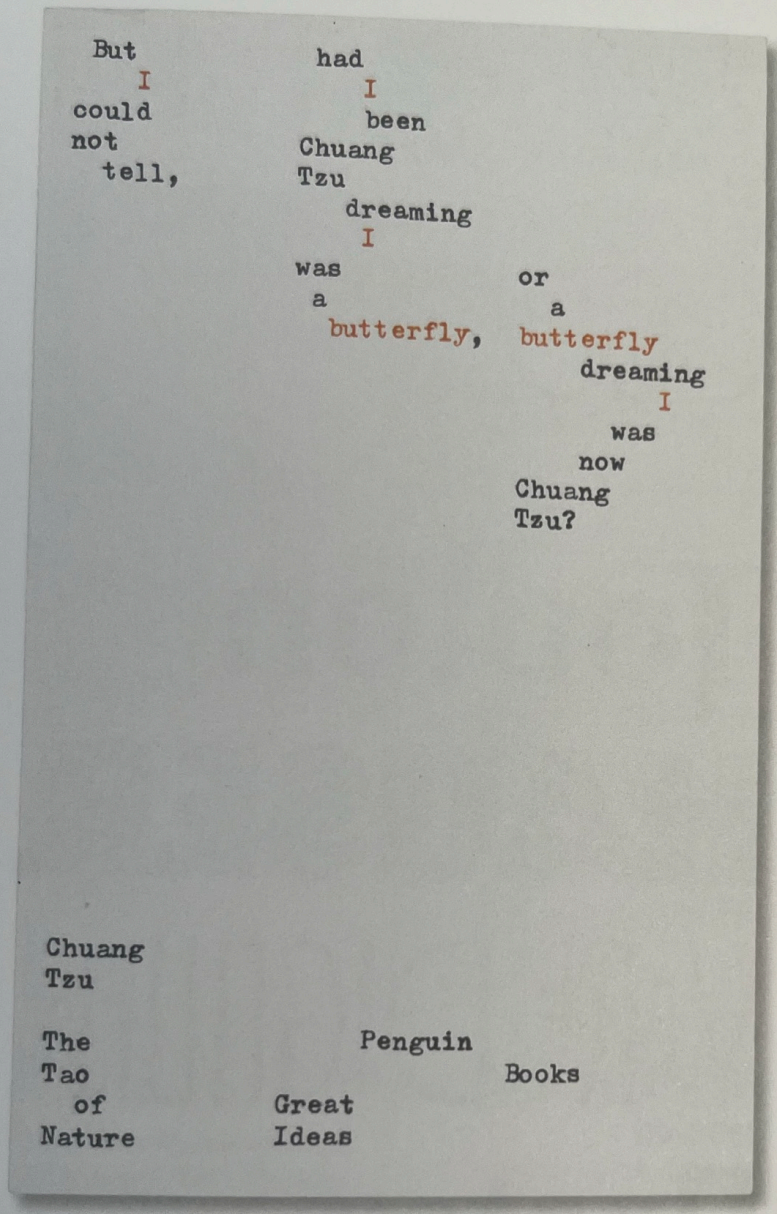
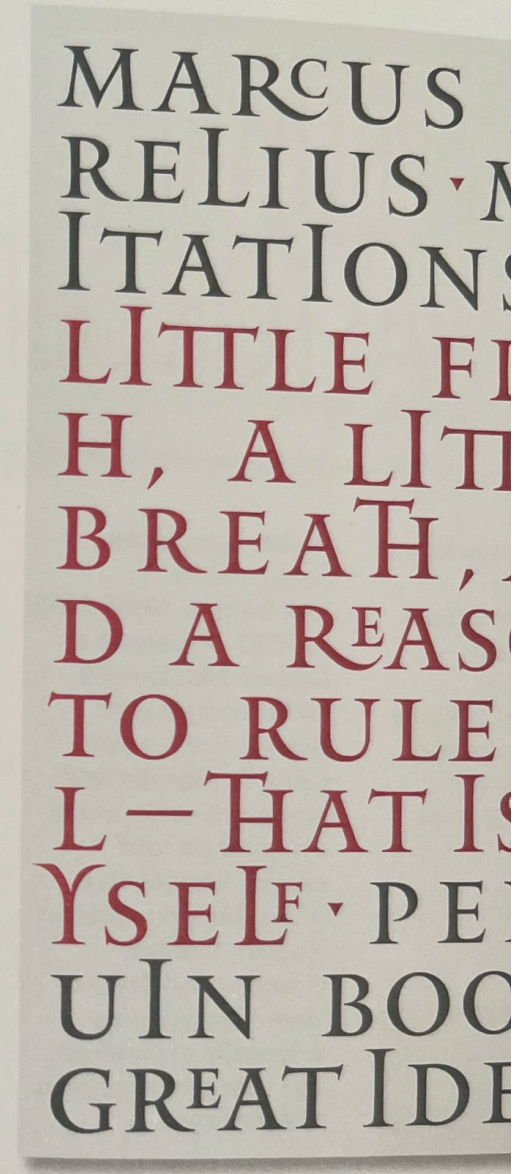




Above. Logo-free cover designs by Phil Baines from the Penguin Great Ideas series, art directed by David Pearson (see *Eye* 77). Left. *The Tao of Nature* by Chuang Tzu (2010), made using an Olivetti Lettera 32 typewriter.

Right. *Meditations* (2004) by Marcus Aurelius. The design (using Matthew Carter's Mantinia) is informed by the Roman era of the original text, and recalls Baines's student experiments.

book about horse-breeding, published in four different languages and four corresponding typefaces; and the medieval

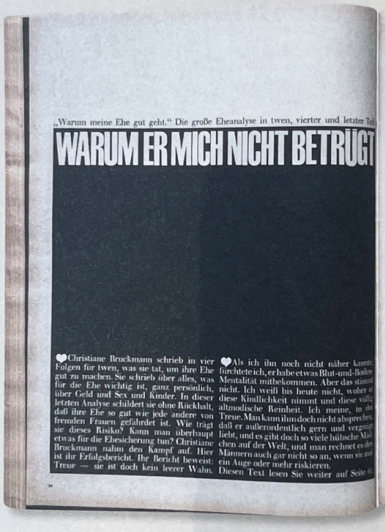
motorway sign in the college's mai
thoroughfare, or type the ampersa
insisted had to take centre stage in
& Study Collection', or just take ple

Full disclosure: I'm a long-standing and fully paid up member of the Willy Fleckhaus (1925-83) fan club, *writes Simon Esterson*. Ever since I saw my first physical copies of his West German youth magazine *Twen* (see *Eye* 3) in my early days as a designer, I have held it up as one of the great examples of modern magazine design. Of course I couldn't actually read German ....

Now Bureau Brut (€28, in French with an English text insert) has published an elegant, small-format book, *Twen [1959-1971]*, designed by art director / magazine connoisseur Serge Ricco (see *Eye* 97), about Fleckhaus and the magazine where he was creative director and, as the book implies, editor in all but name.

There are three incisive essays. Hans-Michael Koetzle describes the origins of *Twen* as a publishing phenomenon: 'brazen and provocative, with a penchant for the erotic.' Ricco traces *Twen*'s influence on magazines and art directors across the world, from *Look* in the US to *Nova* and *Town* in the UK. Finally, Stéphane Darricau investigates the history of Schmalfette Grotesk, *Twen*'s headline face designed by Walter Haettenschweiler, which began life on page 105 of the 1954 lettering manual *Lettera*. It didn't exist as a font for typesetting and so Fleckhaus's team had to photograph the alphabet and paste it up letter by letter. Fleckhaus's instructions for his super-tight letterspacing were that characters should be a scalpel-blade width apart. Before long, every type foundry in the Western world was issuing its own bold condensed font.

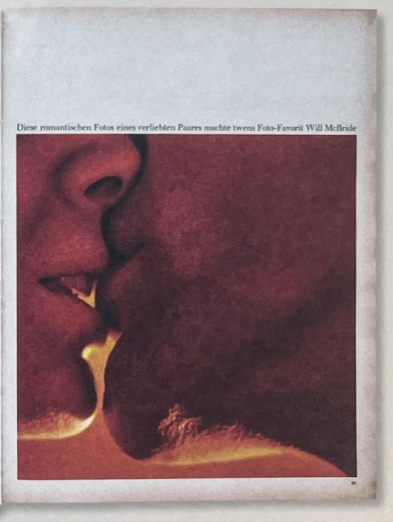
Between the essays, Ricco has assembled an archive of *Twen* covers and spreads (including those shown here) that demonstrate Fleckhaus's genius. The double-page spread as the building block of the magazine's editorial sequence. Tight picture cropping. Bold contrasts in the scale of pictures and type. The use of black and white space. The interplay of cut-out and squared-up images. The commissioning of photography and illustration to create a clear aesthetic for the magazine. The black front cover with the picture shining out of the darkness. Of course, all this was in the service of a 1960s German hippie, anti-establishment vibe and sometimes the style of fashion photography and the eclectic use of other typefaces (Times Bold with an extended shadow anyone?) and graphic devices reminds you about the particular optimistic and hedonistic mindset of that period.

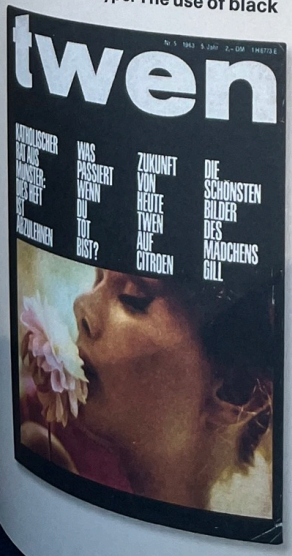

„Warum meine Ehe gut geht." Die große Eheanalyse in twen, vierter und letzter Teil

WARUM ER MICH NICHT BETRÜGT

Christiane Bruckmann schrieb in vier Folgen für twen, was sie tat, um ihre Ehe gut zu machen. Sie schrieb über alles, was für die Ehe wichtig ist, ganz persönlich, über Geld und Sex und Kinder. In dieser letzten Analyse schildert sie ohne Rückhalt, daß ihre Ehe so gut wie jede andere von fremden Frauen gefährdet ist. Wie trägt sie dieses Risiko? Kann man überhaupt etwas für die Ehesicherung tun? Christiane Bruckmann nahm den Kampf auf. Hier ist ihr Erfolgsbericht. Ihr Bericht beweist Treue — sie ist doch kein leerer Wahn. Diesen Text lesen Sie weiter auf Seite

Als ich ihn noch nicht näher kannte, fürchtete ich, er habe etwas Blut-und-Boden-Mentalität mitbekommen. Aber das stimmt nicht. Ich weiß bis heute nicht, woher


Diese romantischen Fotos eines verliebten Paares machte twens Foto-Favorit Will McBride



Meine Erfahrungen mit Männern über

criticism, and the relationship between the reading experience and design are primary subjects of the essays in section 2, 'Tools'. They provide a deep and thoughtful kaleidoscopic interrogation that observes these foundational topics from different perspectives.

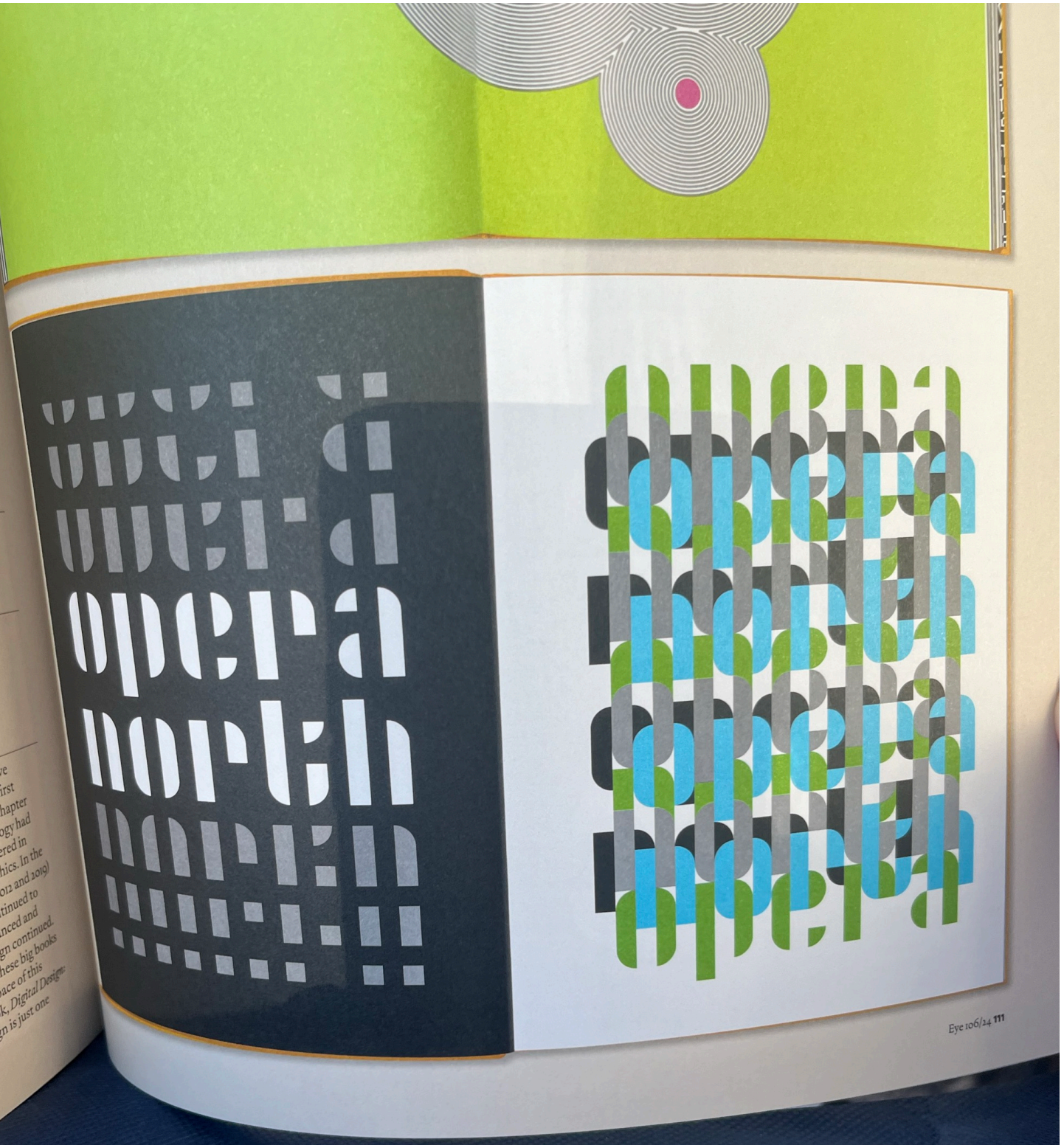
I read with glee the essays in Section 3, 'Futures', on the relationship between art and culture, because they pull art off the pedestal of influence. Instead, we find that design deserves acknowledgment for its deep and wide shaping of the visual context. Even more welcome was Poynor's upending the notion that art influences design, pointing out (in 'Kissing Cousins') the derivation of art's current visual language and recent obsession with graphic language as the content of much contemporary work, though this is

...Gabriela M

'Inscript 2023', a five-da
that took place in Octo
conversations and deb
intersection of typogra
The event, held virtuall
interactive platform fo
type specialists and cre
ideas, research and cutt
experiments that are sh
of typography and desig

Central to the ethos
its commitment to acce
innovation. With a virtu
and affordable pricing ($
ensured global participa
people) and provided att
access to recordings for s
the event. Vito, the platfo
the festival, allowed for li

Left. 'Typographic knitting' by Rüdiger Schlömer. Right. Still from generative animation by Mònica Losada. At 'Inscript 2023', Schlömer and Losada spoke eloquently about the possibilities and limitations of combining the digital with the physical.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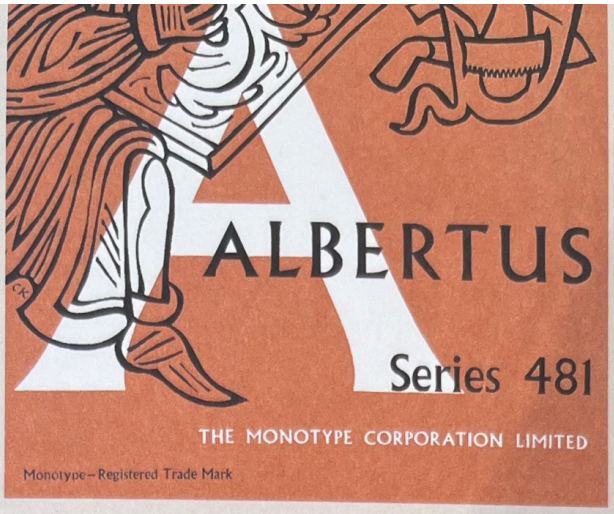

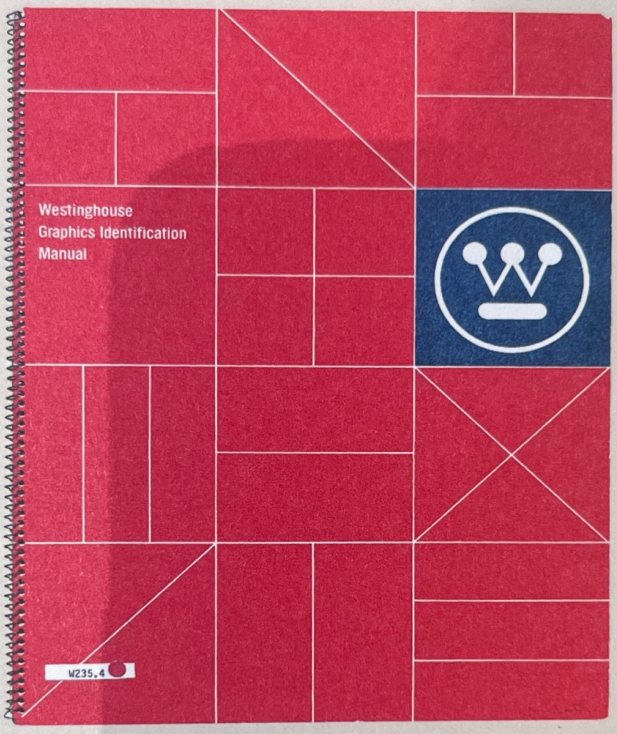

Top. Monotype specimen book, 1940, for Berthold Wolpe's typeface Albertus. Above. American corporate identity for Westinghouse by Paul Rand, 1961. Below. British road sign system by Kinneir / Calvert, 1964 onwards.

Above. Swiss Modernism exemplified by Josef Müller-Brockmann's

that will be sent in the post), but also the time when graphic design emerged as an independent job. Now you didn't have to work for a printer, you could be a

LDN London Dingbats designed by Peter Grundy

Aa
Bb
Cc
Dd
Ee
Ff
Gg
Hh
Ii
Jj
Kk
Ll
Mm
Nn
Oo
Pp
Qq
Rr
Ss
Tt
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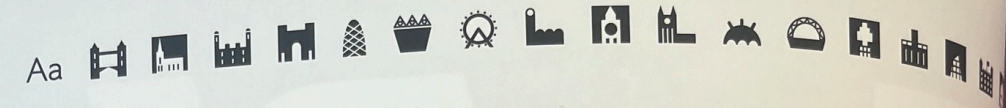

LDN Bow Script

LDN Modern

LDN CircleLine

LDN Garamond Royale Initial Capitals

LDN Bermondsey

LDN Cable Street

LDN Southbank

LDN Penrose

LDN Piccadilly Script

LDN Whitechapel

LDN Northbank

LDN London Dingbats by Peter Grundy

LDN Fatface

LDN Kono by Eiichi Kono

LDN Borough

LDN Mammoth Woodblocks

LDN Queenstown

LDN Sloane Square

LDN Bloomsbury

LDN Clarendon Poster Black Pro

LDN Farrington

LDN Mixed Minimum Medium & Maximum

LDN Grace Roman with Small Caps

LDN Hoxton Square

LDN Garamond Royale

LDN Kings Road

LDN Kono designed by Eiichi Kono

London Type Foundry create typefaces with a London axis. Great new fonts infused with the city's heritage, innovation & cultural diversity. You can try the typefaces on our website.

LONDON TYPE .CO.UK

London Bow Script. Inspired by a plaque to John Milton · The London Type Fou

LDN Bow Script designed by Paul Harpin

Type Fo

Typeface: Adriano B

EMIGRE
FONTS
SINCE 1984
Nouvelle Noire Type Foundry
www.nouvellenoire.ch
900
999
800
700
600
500
400
200
100
Aa Bb
Gg Kk
Nn Q R
S t 1
SWINTON
www.nn-swinton.world

Martina Plantijn
klim.co.nz

Nord

Arve Båtevik 2022

Reviewed by Mark Thomson

'Any word could be a logo,' says Arve Båtevik of Nord Plakat, his take on the International Style poster type. Studying the history of geometric grotesks while at ECAL Lausanne, Båtevik realised that these Akzidenz Grotesk-like poster types were often actually hand-lettering trying to look like type. In Nord Plakat he emulates that lettering back again, 'trying to make it look as lettering-like, as adjusted and flexible as possible: everything should just fit.'

It feels utterly authentic, a credible reimagining of the moment. Its integrity comes in part from not looking like vector drawings. Båtevik says, 'I put my energy into making it look like letters ... not digital renditions of letters.'

The text weights of Nord also derive from Akzidenz Grotesk. They have a directional tension that comes from combining a fairly narrow lowercase with wide capitals, and this produces an irregular, offbeat rhythm. These two points emerge as core aspects of the Nord family. Its distinctive trumpet terminals (the natural consequence of cutting a contrasted 'O' at an angle), the curve at the top of lowercase 'f' like a field hockey stick, the narrow arches and the compressed ellipse of the lowercase 'o' combine to give a sense of insistent verticals through which the wide capitals and the horizontal lines of type interweave. In this way, Båtevik created a rhythm and texture that echoes Nord's historical roots: 'The "f" and "t" are examples where I insist on making it look like metal. I think this illusion is quite important.'

Nord is inserted somewhere in the middle history of Akzidenz Grotesk, winding back from the

Nord weight range

Thin
Ultralight
Light
Regular
Book
Medium
Bold
Plakat

summarising rationalisation of Helvetica and the introduction refinement of vernacular d but using those same ... create letters that look like ... rather than representations ... or digital renditions of ... If Helvetica was a stand-... of Akzidenz Grotesk, ... the other way, it is delib... more characterful, ... irregularity and this ... Because of this, it feels ... As Båtevik says, 'When I ... historical sources I'm not ... to mimic the ink, I want ... the intention. I like ... the intended shape ... necessarily how it turned ... Nord's irregular rhythm ... the moment of early ... with offbeat character and inviting texture.

Nord is available ... Båtevik's Oslo-based ... Store Norske Skrift ... alongside a selection of ... work including Skandi... a forensic remit of the ... made for the Norwegian ... Railway in 1977.

skriftkompani.no

Nord Thin

ef

Nord Bold

ef

Nord Light

Where Helvetica was considered a standardised ... of Akzidenz Grotesk, Nord looks the other way ... it is deliberately more cha...

Nord Bold

Where H... onsidere... Akzide... ook...

it ... cha...

Nord Plakat

Nord Plakat 12345

(Compiled by Garlic Cracker Press)